

CLAIMS

Sub
A-17

1. A method comprising:
permitting a search;
displaying a search result; and
incorporating a designated web page of a sponsor on the same page as the
search result.

2. The method of claim 1, further comprising:
displaying a plurality of results on a single page, with no sponsors; and
when a user selects a single result, displaying the selected result with the
incorporated designated web page of a sponsor.

3. The method of claim 1, wherein the plurality of results are
displayed with an essential element missing. LAB ?

4. The method of claim 3, wherein the essential element comprises a
telephone number in a telephone directory.

5. The method of claim 4, wherein the plurality of results are
displayed with a "call now button" that automatically connects the user with the
listee selected.

004717.P001-034400

004717.P001 64342560

1 6. The method of claim 5, wherein a telephone call using the call now
2 button is free to the user.

1 7. The method of claim 6, wherein the telephone call may be charged
2 to one of the following: the listee selected, the sponsor of the listee selected, or
3 another sponsor.

1 8. The method of claim 5, further comprising playing a advertising to
2 the user prior to connecting the user with the listee selected.

1 9. The method of claim 5, further comprising playing an advertising
2 to the listee prior to connecting the user with the listee.

Should be user!

1 10. The method of claim 1, further comprising displaying a licensee's
2 data if the user connected to the directory from a licensee.

1 11. The method of claim 10, further comprising tracking the user for
2 statistical and revenue sharing purposes.

1 12. A method comprising:
2 permitting purchase a sponsorship of at least one listing based on a
3 criteria; and

identifying a designated web page for incorporation on the same page as the listing, when the sponsored listing is displayed as a search result.

13. The method of claim 12, wherein the criteria comprises one or more of the following: a ZIP code, a city, a region, a telephone number, an SIC code, a demographic, a keyword, or an individual listing.

14. The method of claim 13, wherein the demographic may be selected by a location of a user of the search.

15. The method of claim 13, wherein the demographic may be based on a SIC code.

16. The method of claim 13, wherein the demographic may be based on a category of the listing.

17. The method of claim 12, further comprising:
receiving a request for sponsorship of a group based on the criteria;
determining if the group is available for sponsorship; and
if the group is available for sponsorship, quoting a list price for the group.

18. The method of claim 17, further comprising:

2 if the sponsor agrees to pay the list price,
3 requesting the designated web page from the sponsor; and
4 adding the sponsor and the designated web page into a database.

1 19. The method of claim 18, further comprising:
2 linking the selected listee to the sponsor's web page;
3 designating a length of time the sponsor is linked to the listee;
4 selecting a number of times the sponsor wants the sponsor's page to be
5 shown; and
6 setting a price for the sponsor.

1 20. The method of claim 18, wherein setting the price comprises setting
2 a price per impression or setting a price per time period.

1 21. The method of claim 17, further comprising:
2 if the sponsor declines to pay the list price,
3 prompting the sponsor to enter a bid for the sponsorship of the group;
4 and
5 opening an auction for the sponsorship of the group.

1 22. The method of claim 17, further comprising:
2 notifying bidders of the sponsorship of an outcome of the auction; and

3 requesting the designated web page for the group from the sponsor who
4 won; and

5 adding the sponsor and the designated web page into a database.

1 23. The method of claim 12, wherein the sponsorship comprises a price
2 for each impression of the sponsor's designated web site with the at least one
3 listing.

1 24. The method of claim 12, wherein the sponsorship may be a self-
2 sponsorship, such that a web page displayed is a web page of the listee.

1 25. An apparatus for showing search results comprising:
2 a database including a plurality of searchable listings;
3 a user interface for receiving a search from a user;
4 a searching logic for searching the plurality or listings in response to the
5 search;
6 a linking logic for linking a result of the search to a sponsor; and
7 the user interface for displaying a result of the search and incorporating a
8 designated web page of the sponsor on the same page as the result.

1 26. The apparatus of claim 25, further comprising the linking logic for
2 linking a licensee to the listee and the sponsor.

ADD
A